

**Edinburgh
UNESCO City of
Literature**

**Culture, Creative Industries,
Partnerships**

Lorraine Fannin

How and why the 'Cities of Literature' network was created

- Strong enthusiasm for the power of literature
- Need to have literature's importance recognised
- Opportunity to fit in with UNESCO's plans



UNESCO Cities of Literature

Criteria

- Quality, quantity of publishing
- Educational programmes
- Urban environment in which literature plays an integral part
- Hosting of literary events and festivals
- Promoting foreign and domestic texts

Criteria (Continued)

- Libraries, bookstores and cultural centres
- Active effort to translate literary works from diverse languages
- Make use of new media to promote and strengthen the literary market



Literature as an Economic Force

- Commerce and culture
 - Education, reference, academic, 'Knowledge Economy'
 - Literature, fiction, poetry
- Creativity and Skills
 - Writers, illustrators, designers
 - Exploitation of intellectual property, business skills



SCOTLAND

- Population of 5 million, of which 20% live in its two major cities
- Around 100 book publishers
- Publishing sector has around 10% of the invoiced value of UK industry
- Typical companies: SMEs, fewer than 25 staff, turnover between €1,000,000 and €10,000,000

SCOTTISH WRITING

- Has enjoyed a world-wide renaissance in the last 10 years
- English language an advantage and a disadvantage
- Translations licensed to many countries
- Classic literature also enjoying a revival

Alexander McCall Smith

Sir Arthur Conan Doyle

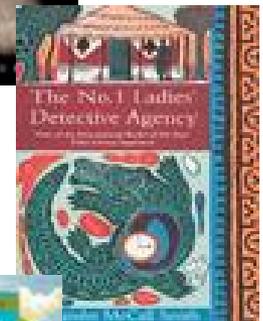
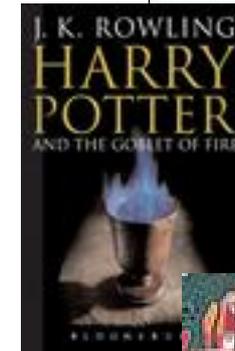
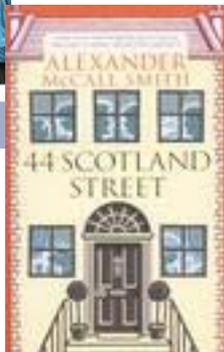
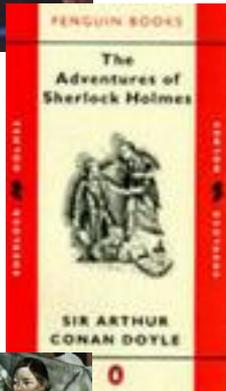
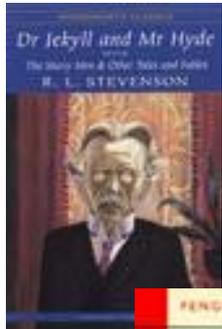
J K Rowling

Kenneth Grahame

Ian Rankin

Robert Louis Stevenson

Muriel Spark





FORMATS for a STORY

- Book
- Audio
- Podcast
- Broadcast
- Film / video
- Computer Game
- Others



PANTE JENSEN

DEADLY CODE

THE SEVEN
AND THE

VIDEN

EDINBURGH
is the first
UNESCO
City of Literature

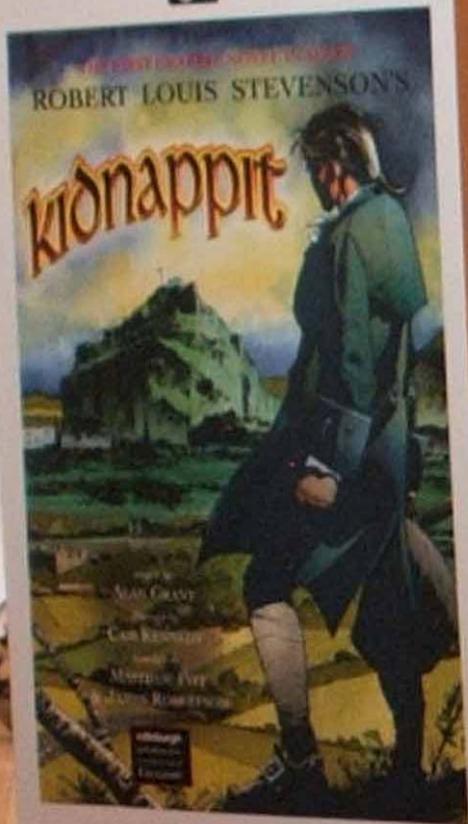
- Designation awarded in 2005

edinburgh

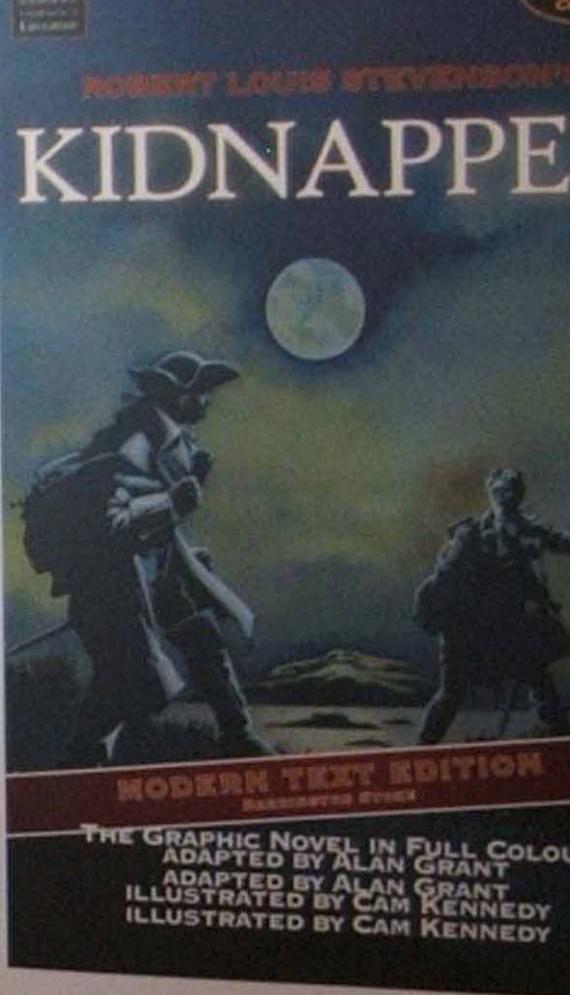
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UNESCO City of

Literature



"Tak tent o whit I say, mannie -
keep awa fae the Hoose o Shawa!"



THE GRAPHIC NOVEL IN FULL COLOR
ADAPTED BY ALAN GRANT
ILLUSTRATED BY CAM KENNEDY
ILLUSTRATED BY CAM KENNEDY

PARTNERSHIPS in the City of Literature

- Publishing
- Writing
- Retail
- Tourism
- Education
- Leisure and Entertainment

OUR FOCUS

Promoting Scotland's Literature

- providing information about our rich heritage

Literary Tourism

- promoting Edinburgh as a global City of Literature

Literary Excellence

- stimulating participation and learning in new ways

International Outreach

- maintain a lead role in the Creative Cities Network

